

### ELECTION

In the Office Action, the Examiner divided the claimed subject matter into three Groups and required the Applicant to elect one Group for prosecution.

The Examiner presented the Groups as indicated below.

- Group I: Claims 1-40, drawn to a method of purchasing a list of prospective customers,
- Group II: Claims 41-49, drawn to a method of modifying a list stored in a database, and
- Group III: Claims 50-72, drawn to a system for implementing a computerized list service on a database on a server.

Applicant elects with traverse Group I for prosecution.

Applicant traverses the restriction requirement because the subject matter of elected Group I is similar enough to that of non-elected Groups II and III that searching Group I together with Groups II and III does not present a burden significantly greater than that of searching the Group I alone. (In this respect, Applicant notes that (i) the Amendment provided herein makes claims 41-49 in Group II dependent on claim 1 in Group I and (ii) the features of claim 1 in Group I are similar to the features of claims 51-55 in Group III.) Accordingly, Applicant considers restriction between Groups I, II, and III to be improper and requests that Groups II and III be regrouped with Group I for prosecution.

### REMARKS

#### Amendments to the Claims

Applicant amends claims 4, 7-11, 13, 43, 45, 46, 48 for consistency of claim terminology. Applicant also amends independent claim 41 to depend from independent claim 1. Support for these amendments can be found throughout the application.

#### Regrouping of Claims

Upon entry of the Amendment, claims 41-49 depend from independent claim 1.

Applicant requests that the Examiner enter the Amendment and regroup claims 41-49 in elected Group I for prosecution.

**CONCLUSION**

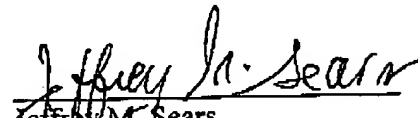
Applicant invites the Examiner to contact the Applicant's Attorney if questions arise concerning this Response.

Respectfully submitted,  
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